



Nandini Boba
Beneficiary TEDP
Tribal Artist
Warli Painting

Going digital is a nice way to balance family responsibilities with business, says Warli artist Nandini Boba

Nandini Boba, 25, is a newlywed bride who tied the knot a month ago. Along with a happy married life, she also dreams of financial success. She is determined to make her dreams come true, even if it means pursuing online marketing despite poor internet connectivity.

A Warli artist from Madgaon village in Talasari, she is a daughter of a farmer and the youngest of six siblings. "I was interested in drawing right from my childhood," says the artist, who creates Warli designs on cloth, canvas, and wooden showpieces.

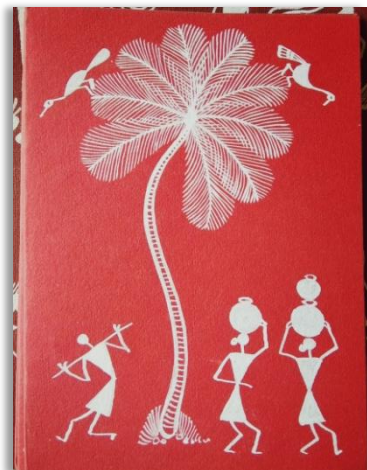
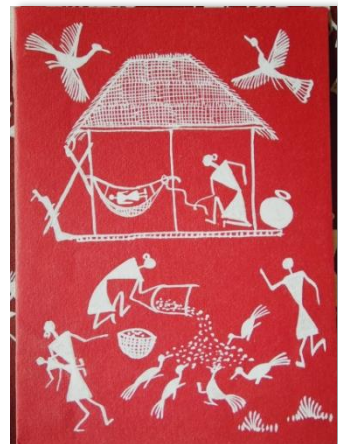
With no one in her family having any connection with any art form, Nandini turned out to be the norm breaker. She chose to follow her interest in painting and made it her career. "I took classes in

Warli art for three months from a local institute during my teenage years. And now, I have been painting for a living for the past five years," she shares.

Nandini's husband is a mechanic and comes from a family of farmers. They have no connection with any form of art, but they have not stopped her from pursuing painting. "It's an activity that I can take on after finishing my household chores. It's also a good source of income," she says.

She paints for other artists who take bulk orders for exhibitions. These artists pay her for every piece, which they sell in public and private exhibitions. This helps her earn anywhere between

Rs 10,000 to Rs 20,000 per month. However, there has been no work for Nandini and others artists



in her village since the lockdown. “There are no exhibitions, so no bulk order and no work. My income has stopped for the past one-and-a-half years,” she says.

For artists like her, the Tribal Entrepreneurship Development Program (TEDP) is a boon. TEDP is a joint initiative of the Ministry of Tribal Affairs (MOTA) and Associated Chambers of Commerce and Industry of India (ASSOCHAM). It trains tribal artisans in the field of digital marketing and also helps them upgrade their skills.

Nandini is excited with her experience of participating in the online marketing workshop of TEDP recently. She says, “I learned to make my Facebook business page, which can help me get more customers.” She is wide-eyed about the scope of online marketing. “I had to depend on others to get work before lockdown, but with online marketing, I can showcase my products to customers and get direct orders,” she adds.



Though she is yet to post information of the products on her page, she is ready to take a deep plunge in the field of online business. “I can make products in my free time and sell them online. This is a nice way to balance my family responsibilities with my business,” she concludes.